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ABSTRACT

"Sesame Street," 30-years-old in 1999, is possibly the most influential program in children's educational television. This book collects and synthesizes key research studies since the program's inception, describing the processes by which educational content and research are integrated into production, reviewing major studies of the program's impact, and examining the extension of "Sesame Street" into other cultures and media. The chapters are: (1) "The Beginnings of 'Sesame Street' Research" (Edward L. Palmer with Shalom M. Fisch); (2) "Creation and Evolution of the 'Sesame Street' Curriculum" (Gerald S. Lesser and Joel Schneider); (3) "Formative Research Revealed: Methodological and Process Issues in Formative Research" (Shalom M. Fisch and Lewis Bernstein); (4) "The Varied Role of Formative Research: Case Studies from 30 Years" (Rosemarie T. Truglio, Valeria O. Lovelace, Ivelisse Segui, and Susan Scheiner); (5) "A Review of Research on the Educational and Social Impact of 'Sesame Street'" (Keith W. Mielke); (6) "The Early Window Project: 'Sesame Street' Prepares Children for School" (John C. Wright, Aletha C. Huston, Ronda Scantlin, and Jennifer Kotler); (7) "Does "Sesame Street" Enhance School Readiness? Evidence from a National Survey of Children" (Nicholas Zill); (8) "'Sesame Street' Viewers as Adolescents: The Recontact Study" (Aletha C. Huston, Daniel R. Anderson, John C. Wright, Deborah L. Linebarger, and Kelly L. Schmitt); (9) "The World of 'Sesame Street' Research" (Charlotte F. Cole, Beth A. Richman, and Susan K. McCann Brown); (10) "The Role of 'Sesame Street'-Based Materials in Child-Care Settings" (William Yotive and Shalom M. Fisch); (11) "Carrying 'Sesame Street' into Print: 'Sesame Street Magazine,' 'Sesame Street Parents,' and 'Sesame Street' Books" (Renee Cherow-O'Leary); (12) "Interactive Technologies Research at Children's Television Workshop" (Glenda L. Revelle, Lisa Medoff, and Erik F. Strommen); and (13) "Why Children Learn from 'Sesame Street'" (Shalom M. Fisch and Rosemarie T. Truglio). Each chapter contains references. (KB)

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